

LEGACY MARKETING MANAGER, MATERNITY COVER



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

DIABETES UK
PO BOX 100000, PORTLAND, OR 97331

WHO WE ARE

For nearly 5 million people with diabetes in the UK, there's no day off. At Diabetes UK, we fight day in, day out for better care, treatment and support. We won't stop until diabetes can do no harm. With more people than ever living with diabetes and millions more at risk of developing type 2, our work has never been more needed.

We can't do any of this without you. Our staff are passionate and determined about helping everyone affected by diabetes. For over 85 years, they've been behind vital policy changes, as well as new treatments and technologies to make living with diabetes easier every day. But there's more to do. And you can be part of it.

We're a really diverse bunch and we recognise and respect your value as an individual.

As well as helping people with diabetes, you'll be part of one of the top 30 Best

UK Charities to Work For, and one of the top 75 Best Large Companies in London.

Tackling inequality is part of our mission, and we're committed to being a diverse and inclusive organisation, for all of our people and volunteers. We have a friendly and inclusive culture, with a range of staff networks and ways to get involved. You can find out more about our approach to equity, diversity and inclusion in our strategy here [EDI Strategy Branded version 22 March 2023.pdf](#).

Our vision is a world where diabetes can do no harm. Join us today, and together, we can make that a reality.



JOB DESCRIPTION

Role title: Legacy Marketing Manager, Maternity cover

Contract type: Fixed Term, 12 Months

Maternity cover

Hours: 35 hours per week

Band: 5

Key relationships (internal and external):

Internal: Individual Giving, Data & IT, Brand & Marketing, Creative Services, Digital, Regions and Nations, Community & Events, Volunteer Team, Finance, Governance, Compliance, Research and Legacy Admin

External: Creative agencies, Printers, Mailing houses, Fulfilment houses, Consortium partners, Supporters and members of Diabetes UK, People with Diabetes, General Public and other charities

Key focus of the role:

The Individual Giving team is responsible for raising over £21m. Legacies are vital to Diabetes UK with gifts in Wills funding around 40% of our work every year.

The role of the Legacy Manager will be an integral part of our legacy marketing team, working together to lead the strategic planning, support and delivery of integrated, multi-channel direct marketing campaigns, consortium activity and events to promote legacy giving and grow our pipeline of supporters.

To be successful in this role you will be a strategic thinker who is innovative, highly proactive and organised, and takes ownership in managing a portfolio of inspiring acquisition and onboarding campaigns, appeals and experiences across a range of channels including DRTV, Digital, Email, Telephone, Direct Mail, Press, Events – driving the programme forwards, maximising value, continuously improving ways of working, and innovating in response to need.

You will be responsible for delivering successful online and offline campaigns with the primary focus of acquiring, converting and stewarding new and existing legacy supporters for Diabetes

UK. We're looking for someone with experience delivering and managing projects to budget, including testing and enacting changes based on insights and learning.

You will be highly numerate basing decisions on data & insight, and engaging a diverse range of potential legacy supporters, by connecting them to opportunities to support Diabetes UKs work. You will ensure you provide an excellent supporter experience – inspiring donors to maximise the value of their gift, engage with other fundraising products and continue to support Diabetes UKs work.

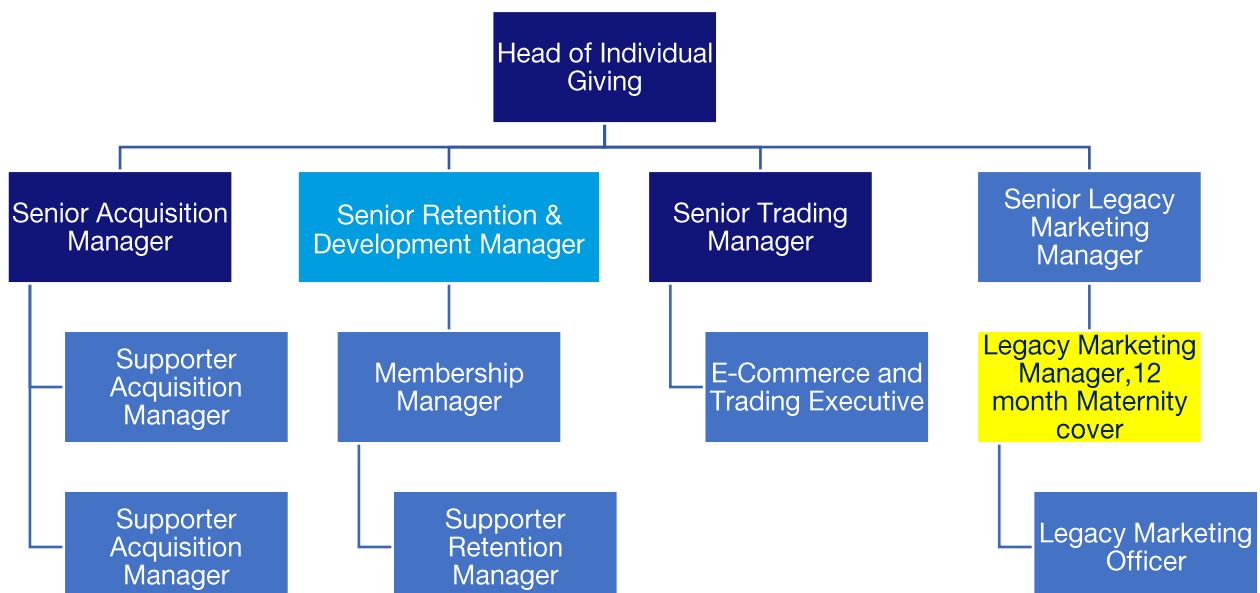
This includes managing and developing a range of legacy marketing activities, including legacy cultivation and stewardship events, direct marketing appeals, awareness raising via channels including DRTV, digital and telephone. The role will also be critical in championing legacy marketing across the organisation, ensuring all areas are aware of the importance of legacies and can support our activities.

It is essential that the Legacy Marketing Manager proactively cultivates strong relationships with teams across Diabetes UK to ensure legacies are widely promoted.

Directorate and team

This role sits in the [Legacy Marketing team](#) in the [Engagement & Fundraising directorate](#)

Department



Person specification

You will be able to:

1. Reporting to the Senior Legacy Marketing Manager, you'll recruit, retain and steward individual legacy supporters, ensuring they have the best experience, maximising lifetime value. You'll work closely with the Legacy Marketing team as required.
2. Take ownership and be accountable for the strategic and operational planning and development of your campaigns and activities.
3. Scope out and expand the legacy marketing portfolio, initiating and managing a variety of channels and methods, attracting new audiences and stewarding existing supporters through methods such as DRTV, Digital, Email, Telephone, Direct Mail, Press and Events.
4. Be an innovative and highly organised self-starter, with the ability to plan and deliver campaigns in a timely manner.
5. Be highly numerate and organised, and able to set and manage own campaign business plans and budgets
6. Be creative and motivated by insights and analysis to drive forward new ideas and initiatives, as well as being able to identify areas for improvement within our current activity.
7. Ensure your decisions will impact the achievement of yearly campaign targets and long-term goals.
8. Have exemplary project management skills and be able to work to deadlines, while liaising across internal and external stakeholders to deliver successful campaigns.
9. Demonstrate experience in strategic thinking based on sound data, and an analytical approach to campaign development.
10. Develop strategic relationships with internal stakeholders and third-party suppliers and lead on projects to continuously improve the Legacy marketing acquisition, conversion and stewardship and programmes.

Diabetes UK is committed to fundraise in a way that is legal, open, honest and respectful and expects all staff and volunteers to share this commitment. We are registered with the Fundraising Regulator and you will be expected to adhere to the Code of Fundraising Practice.

You will have experience in:

Budgets and Strategy:

- Support the Senior Legacy Marketing Manager to develop the team's annual strategy, budget and reforecasts.
- Track campaign expenditure in order to contribute to the team's quarterly reforecast projections.
- Input into the wider strategic remit of the Individual Giving team to grow income and identify opportunities.

Campaign Management:

- Lead on the day-to-day management of supplier relationships, ensuring efficient and effective creative execution, production and fulfilment.
- End-to-end project manage multiple legacy marketing campaigns and supporter communications on time and to budget including data selections, creative development, print and data analysis – maximising supporter engagement.
- Project manage the legacy events programme on time and to budget.
- Manage the creative development of direct marketing campaigns with internal and external creative teams.
- Ensure that all communications support Diabetes UK's agreed brand guidelines.
- Work with the Data team to report on campaign performance and produce data selections informed by data analysis.
- Lead on the continuous evaluation of the legacy campaign portfolio via analysis of performance and audience insight, charity sector trends and competitor reviews.
- Report regularly to Senior Legacy Marketing Manager on project performance, expenditure and KPIs for owned campaigns and activities.
- Develop and implement insight-led legacy marketing campaigns and channels using a test and learn approach.
- Work closely with internal Compliance, Information Governance and Legal teams to ensure campaigns and activities are in compliance with key legal and statutory requirements including Data Protection and charity regulatory bodies.
- Work with the Information and Governance, Compliance and IT teams to ensure that data is captured compliantly and loaded to the database according to internal process guidelines.
- Brief colleagues on all upcoming legacy marketing activity. Liaise with Customer Care Centre and call-handling partner on response handling, complaints and queries.
- Track, analyse and evaluate campaign performance to feed into the programme's strategy.
- Approach all work with a test and learn attitude and consistently look for areas of improvement and innovation.

Supporter Stewardship:

- Respond to and thank supporters, accurately recording their interactions on the database.
- Provide excellent personalised stewardship of new supporters.

Internal Engagement:

- Be a highly visible advocate for legacies, looking for opportunities to promote and upskill colleagues on legacies whilst ensuring the wider organisation is aware of the importance of legacy giving.
- Work closely with key audience teams to facilitate legacy conversations at a local level
- Design briefings, inductions and training sessions associated with the legacy programme.

Other:

- With the Senior Legacy Marketing Manager, provide guidance, shadowing and training to the new Legacy Marketing Officer. Share expertise and best practice to ensure they are equipped with the necessary skills, knowledge and experience to perform their role effectively, lead on the end-to-end delivery of assigned projects in line with agreed processes, on time and within budget.
- Work closely with the Business Support team to keep abreast of regulatory changes including; Data Protection legislation and Fundraising Regulator guidelines.
- Keep abreast of competitor activities and trends by actively monitoring legacy campaigns, sector development and fundraising press.
- Work closely with Individual Giving Managers on other fundraising campaigns when needed.

You will have skills in:

- Planning, implementing and evaluating fundraising campaigns and activities across a range of channels including print, digital, DRTV, telephone, press and social media.
- Producing evaluations, reporting on objectives and interpreting analysis and insights.
- Research and analytics, with the ability to manipulate data and to present in both statistical and written formats.

- A track record delivering innovation in communicating with donors across multiple Individual Giving channels including knowledge of DRTV, Digital, Direct Mail, Press, Radio, telemarketing and email.
- Being a confident decision maker with the ability to make evidence-based decisions and find solutions in relation to organisational priorities.
- Managing relationships with internal, external stakeholders and supporters.
- Managing direct response, awareness raising consortium campaigns, and events.
- Being a self-starter with a strong ability to problem solve and make informed decisions.
- Delivering operational plans along with effective monitoring and control systems.
- Demonstrable experience of Individual Giving fundraising in a role with substantial responsibility for driving significant supporter and income growth from a variety of channels.
- Prioritising a varied workload and experience of handling multiple priorities, excellent time management skills, accuracy and keen attention to detail.
- Managing campaign budgets.
- Working under pressure, meet deadlines and represent Legacies across Fundraising and other technical teams.
- Comfortably working with large data sets to analyse and interpret results. Consult with key IT and Analysis teams and translate this analysis into action.
- Using initiative and having the confidence to make evidence-based decisions.
- Working independently.
- Effectively communicating with all relevant stakeholders and dependences to ensure effective implementation of activities.
- Understanding key legacy profiles, motivations and barriers, and using this information in targeting and engaging audiences, execution of creative concepts and choice of media.

You will have knowledge:

- Charity/NFP sector in legacies, individual giving or marketing role.
- Legacy/Direct marketing techniques and supporter/customer engagement.
- Project managing direct mail campaigns and general project management methodology.
- Working with creative agencies to develop strong direct response creative.
- Managing a range of projects/campaigns at any one time, ensuring they are delivered on-time, on-budget and to agreed standards.
- Developing and implementing effective cross-department processes to facilitate the delivery of a high-quality product.
- Experience of relational databases, including requesting data selections, administration and reporting.
- Using segmentation models for direct marketing campaigns.

- Campaign evaluation and analysis.
- Financial management – control costs and looks for added value.
- Negotiation and diplomacy demonstrated as a project manager.
- Data Protection legislation.
- Applying brand guidelines consistently across a variety of channels and projects.

The best person for this job will be (behaviours):

I make change happen

- Collaborative and strong team player – proactively seeks solutions to progress Strategic Programmes and remove obstacles. Aligns to ambitions of charity and gets things done. Delivers on commitments. Strong evidence of proactively enabling funding of work.
- Evidences a commitment to EDI and tackling inequalities with the courage and confidence to enable team to stretch themselves in these areas

I put people first

- Puts the needs of people with diabetes first. Committed to co-creation and co development with people with diabetes and seeks evidence of customer needs to make work relevant.
- Respects colleagues and is kind. Sees positive intent in those they work with. An enabling and empowering leader.

I keep things simple

- Has a strong focus on productivity and cost effectiveness keeping things as simple as they can be.
- Makes decisions and empowers others to make decisions within and across teams. Takes accountability. Doesn't avoid tough decisions.

I am driven to know more

- Seeks external insights to shape our future work and sees reality for what it is and ambitious for the future of diabetes.
- Reflective approach and supports others to do the same.

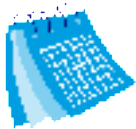
Qualifications/professional membership (if applicable):

BENEFITS

We know you do more than just work. And that means you might be a parent, carer, friend, volunteer or partner.

We want to make sure that we can help you create a good balance between work and the other parts of your life.

And one way we do that is with benefits we offer you.



Annual leave

We want you to make sure you get time off to rest and relax. So, all full-time permanent employees get 25 days off a year, with bank holidays on top of this.



Connected working

We have adopted a 'connected working' way of working. This means that, for most roles, you are not required to work in an office location every day.



Pension

We enrol everyone into our pension and all new colleagues joining us will get information on the pension scheme. We make an employer contribution of at least 5%.



Healthcare

Our cash healthcare plan that allows you to claim back the cost of regular health appointments and treatment, like the dentist and optician.



Learning and development

We help you to continually develop and achieve your career goals, including offering a wide range of training which happens throughout the year.



Gym membership

We have a gym membership discount scheme through our cash healthcare plan provider. You can use this at a wide variety of gyms around the UK.



Our Networks

A range of active and supportive colleague networks such as the Pride network, Global Majority network and Women's network.



Early finish Friday

Early finish Friday and flexible working as part of our approach to activity-based working (not applicable to roles with fixed shift patterns).



Employee assistance programme

Employee assistance programme to give you support on any issues that come up in life.



Annual season ticket loan

Annual season ticket loan* (on completion of your probation period and if contract is permanent or longer than 12 months).



Cycle to work scheme

Cycle to work scheme.

Get in touch

Email recruitment@diabetes.org.uk

Call **0345 123 2399**

Visit diabetes.org.uk

Search **Diabetes UK** on Facebook, Twitter, YouTube and Instagram

